

# Family Life Coaching

An Emerging Field  
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# Why Family Life Coaching?

The slide features a light green background with a dark green vertical bar on the left. On the right side, there are several decorative, curved green lines of varying thicknesses that sweep across the page.

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# THE FAMILY

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## A PROCLAMATION TO THE WORLD

THE FIRST PRESIDENCY AND COUNCIL OF THE TWELVE APOSTLES  
OF THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS



# Bless Families, Help People

- ▶ We call upon responsible citizens and officers of government everywhere to promote those measures designed to maintain and strengthen the family as the fundamental unit of society.
- ▶ Why?
  - ▶ Further, we warn that the disintegration of the family will bring upon individuals, communities, and nations the calamities foretold by ancient and modern prophets.



# Why Family Life Coaching?

- ▶ What are you going to do with that major?



# Why Family Life Coaching?

We have  
an Army!!!

2500  
online

700 on  
campus



## Status of the Field

- ▶ What is Family Life Coaching?
  - ▶ “The role of a family coach is to guide clients into increased competence, commitment and confidence’ regarding a specified goal (from Allen & Huff, 2014)
- ▶ Coaching vs. Counseling:
  - ▶ Counseling is designed to “Ameliorate dysfunction, whereas coaching is designed to stimulate development” (Allen & Huff, 2014, p. 571)
- ▶ Coaching vs. Family Life Education
  - ▶ FLE focuses primarily on healthy family functioning, providing a primarily preventative approach and is typically offered through educational materials and presentations (Allen & Huff, 2014)
  - ▶ “In coaching, less emphasis is placed on education and more is placed on awareness, action steps, and accountability” (Allen & Huff, 2014, p. 572).
- ▶ Certification? Licensure?



# FLC – What it is and What it is NOT

- ▶ “Therapy-Light”?
- ▶ “Coaching is not based on expert knowledge, but on the skill of assisting coaching clients to leverage their own knowledge, thoughts, actions, gifts, etc. In other words, coaching is a skill set, not a knowledge base” (from Julia Stewart <http://www.schoolofcoachingmastery.com/coaching-blog/bid/82871/7-Concerns-About-the-New-Board-Certified-Coach-BCC-Credential>)

# Coaching vs. Counseling

Family Life Coaching/Family Life Education	Counseling
Purpose is to educate, guide and/or facilitate in order to increase knowledge and skills	Purpose is to intervene to repair family functioning or correct a condition
Typical development & typical transitions	Atypical development, atypical issues
Normal family development experiences	Abnormal and traumatic experiences
Work to increase family functioning	Work to repair family functioning
Work collaboratively with clients to make progress toward optimal functioning	Treatment of serious psychological and family problems and disorders
Focus in on primary and secondary prevention (can include some focus on limiting the negative long-term effects/preventing further harm)	Primary focus on tertiary prevention, but can focus on primary and secondary prevention as well. Repair and/or management of complicate, chronic and/or long-term problems.
Primarily focuses on present and future needs/solutions	Primarily focuses on concerns in the past and present
Less emotionality and intensity	High emotionality and intensity, management of intense personal distress or interpersonal conflict in session
Lower personal disclosure	High personal disclosure
Families in non-crisis/low-risk situations	Families in moderate to high-risk situations, crisis intervention
Mainly work with motivated clients	Works with motivated clients and clients with complex issues affecting resistance or ambivalence to change
Makes referrals to counseling when warranted	Can perform ongoing counseling as needed and can engage in coaching when needed.
Client is the expert- Client has solutions within themselves, or has access to resources	Counselor seen as the expert (although a number of models encourage a collaborative approach as well)
Client clearly directs session and goals	Counselor can be directive and set intermediate goals
Session work, goals and direction are out in the open	Session work, intermediate goals and direction generally known only to the counselor depending on what is deemed most therapeutic.
Assess functioning	Assess and diagnose
Not usually governed by licensure laws	Governed by state licensure laws
No consistent degree requirements	Usually requires at least a Master's Degree



# Why NOT Coaching?

Therapy Stigma

Does Everyone  
Need Therapy?

Most Know  
What They  
Need to Do  
But...



# Problems

No clear competencies  
or agreed-upon  
knowledge base

Rogue coaches doing  
counseling



# Why I Think FLC can be Taught to Undergrads

Average  
Age at BYU-I

Academic  
Background



Questions/Comments?